

## MINUTES

### KEY WEST STRATEGIC PLANNING COMMITTEE

CITY HALL, 525 ANGELA STREET

WEDNESDAY, AUGUST 11, 2010

A meeting of the Key West Strategic Planning Committee was held at City Hall, 525 Angela Street on Wednesday, August 11, 2010.

The meeting was called to order at 2:00 p.m.

Answering roll call were Committee Members Julio Barroso, Kevin Boucher, Todd German, Perry Johnston, Carol Schreck and Chair Mary Beth McCulloch.

Committee Member Phillip Pierce was absent.

Committee Member George Fernandez arrived at the meeting in progress at 2:10 p.m.

Also present were Committee Facilitator Kevin Collins, City Attorney Shawn Smith, Assistant City Attorney Larry Erskine, City Planner Amy Kimball-Murley, TDC Director Harold Wheeler and Senior Deputy City Clerk Sue Harrison.

#### **PRESENTATIONS:**

- a) Harold Wheeler, Director – Tourist Development Council (TDC)

Mr. Wheeler explained how the TDC markets the Key West destination at this time and how they saw their role in five years. Mr. Wheeler presented to the Committee the Tourist Development Council's overview of their plan. He stated they ask four questions, where are we now, and where do we want to go, how are we going to get there and how do they know when they do get there. They begin with a situation analysis, a descriptive profile of Key West and the Florida Keys. He said they start with the cultural resources that include the arts, history, heritage, architecture and the food. Included with the cultural side are the museums and attractions like the Hemmingway House, the Customs House and Mel Fisher's museum. The

next big area since they are an island is the national marine sanctuary, coral reef, eco-tourism and water related activities. There is also a secondary market such as weddings and honeymoons. The Gay and Lesbian market is also a very big market in Key West.

Mr. Wheeler stated they set a number of objectives and goals. He said they have an advertising agency, a PR agency, a sales staff to attend trade shows, and two overseas agencies (the UK and Germany) and a broad domestic and international marketing plan. They also use TV, magazines, internet and website marketing.

Mr. Wheeler said looking ahead five years he thought they would see more of an upscale type of market. He felt there would be more interest in upper Duval Street. Also, Cuba will come into play in the near future. He said it would be important on how they approach this and that it is important that Key West have a port of entry into Cuba. He said they would need the ferry service as they had in the old days.

Mr. Wheeler stated what the TDC would like to see in Key West would be a more upscale market, a place for people to get away and relax. He felt development will come back. Mr. Wheeler stated the TDC's objective is to have sustainable tourist long term. From time to time they change perspective and they would like to work with the City to move in a similar direction.

Mr. Wheeler said they have done signs and produced TV spots regarding the Scenic Highway and promoted the bike paths and green ways along with other related events. He also said the TDC wanted to see more events in the off-season that put heads in beds, events that draw people and give them something to do.

Chair McCulloch thanked Mr. Wheeler for his presentation.

b) Amy Kimball-Murley, Planning Director

Planning Director Amy Kimball-Murley updated the Committee regarding her top three items for the Strategic Planning Committee's consideration. She proposed the categories as "connectivity", "quality of life" and "public realm". Connectivity, she said, was not just for an individual site but how it links to another site. Quality of life, from a planning perspective, relates to density, intensity and mixed use patterns and regulations that could be considered unique to the Key West community. Ms. Kimball-Murley stated the overlapping third item of public realm would help structure and inform and create a more delightful environment for people. She used the example of the Truman Waterfront connectivity project. The community fabric which had developed over time needed to be preserved to enhance the connectivity of public sector projects. Ms. Kimball-Murley stated there has been a great deal of interest in green spaces and parks, partly because the Truman Waterfront is of great interest.

Chair McCulloch thanked Ms. Kimball-Murley for coming.

**DISCUSSION OF PROPOSED MISSION STATEMENT AND PLAN ELEMENTS:**

Mr. Collins stated at the previous meeting he had asked for the Committee's ideas for the mission and vision statement and their ideas for the domains to be considered.

Mr. Collins distributed a list of the member's recommendations that had been forwarded for consideration. He asked that the members that had not submitted their mission and vision statements would get those to him before the next meeting.

The Committee members talked about their feelings on what way they wanted to go and why they came on board.

Mr. Collins recommended the members identify the top six or eight criteria that are most critical and then choose one to start on. Mr. Johnston suggested they start with the economic domain.

Ms. Schreck stated she would like to see other entities plans such as Keys Energy, the collage, FKAA and the County to see where we could partner with them.

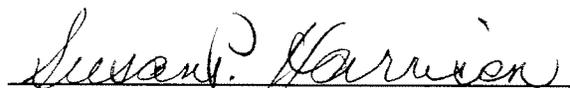
**OTHER DISCUSSION:**

Chair McCulloch stated the next meeting is set for August 25, 2010. She said anyone who had not provided information regarding the domains, mission and vision to Mr. Collins to do so. The members were free to communicate directly with Mr. Collins. Mr. Collins would provide information regarding an outline for the deliverables for the next meeting. He said the next meeting would cover the vision and mission statements and try to nail down the domains with the economic discussion to be considered first.

Ms. Schreck wanted to discuss the meeting room. She asked if the City Manager could be approached regarding a different location to hold the meetings. Mr. Collins mentioned a space that would be more conducive to people participating. He said the public should be encouraged to come to the meetings. It was suggested that Mr. Collins ask the City Manger about a location other than the ADA Conference room to hold meetings. The Clerk said the other option is to meet at Old City Hall.

**ADJOURNMENT**

The Chairman adjourned the meeting at 4:10 p.m.

  
Susan P. Harrison, CMC  
Senior Deputy City Clerk